

# YOUTH SERVICES

## DESCRIPTION

The department of Youth Services serves the citizens of Chesterfield County by working to develop and improve community assets that assist families in raising children who are responsible, law abiding, and self-reliant. Youth Services researches, collects, organizes, analyzes, and disseminates information on youth demographics, statistics relating to youth and family status, and volunteer opportunities. The information is provided to county government, school agencies, judges, the Board of Supervisors, the School Board, principals, grant writers, and private not-for-profit youth-

serving organizations. The information is also disseminated on the Youth Services website.

The department focuses on bringing stakeholders together to develop community resources for addressing youth issues. It serves as a collaborative partner with other organizations to create opportunities for improving or increasing services to youth and addressing unmet program needs. The work of the department is guided by two citizen groups: the Youth Services Citizen Board and the Drug and Alcohol Abuse Task Force.

## FINANCIAL ACTIVITY

	<b>FY2002 Actual</b>	<b>FY2003 Adopted</b>	<b>FY2004 Biennial Planned</b>	<b>FY2004 Adopted</b>	<b>Change FY2003 to FY2004</b>	<b>FY2005 Projected</b>	<b>FY2006 Projected</b>	<b>FY2007 Projected</b>
<b>Personnel</b>	\$176,354	\$202,700	\$202,700	\$210,200	3.7%	\$210,200	\$210,200	\$210,200
<b>Operating</b>	46,006	43,700	43,700	42,200	-3.4%	42,200	42,200	42,200
<b>Capital</b>	<u>161</u>	<u>0</u>	<u>0</u>	<u>0</u>	0.0%	<u>0</u>	<u>0</u>	<u>0</u>
<b>Total</b>	\$222,521	\$246,400	\$246,400	\$252,400	2.4%	\$252,400	\$252,400	\$252,400
<b>Revenue</b>	<u>48,585</u>	<u>13,800</u>	<u>13,800</u>	<u>13,800</u>	0.0%	<u>13,800</u>	<u>13,800</u>	<u>13,800</u>
<b>Net Cost</b>	\$173,936	\$232,600	\$232,600	\$238,600	2.6%	\$238,600	\$238,600	\$238,600
<b>FT Pos.</b>	4	4	4	4	0	4	4	4

## BUDGET ANALYSIS AND EVALUATION

The department was able to enhance services and offer improved customer service through a number of initiatives in FY2002 and FY2003. Youth Services continued to solicit input from the community through SAY SO! (Strictly About Youth, Speak Out!), the community youth forum. More than 100 concerned youths and adults from across Chesterfield County convened to share pizza, view educational displays, and "speak out" about issues of interest to them. Through a variety of small discussion groups, participants had the opportunity to explore ways they could play a role in the support and development of county youths. Results and recommendations generated by the groups were compiled in a report that was shared with county and school leaders.

The Partnership for Youth is a multidisciplinary team of individuals from youth-serving organizations that has been charged with implementing the county's comprehensive youth development plan. Through its collaborative efforts, two new, research-based initiatives were funded. The first was a "social norms" marketing project and the second was the All Stars Program.

The Partnership secured a \$32,000 award to implement the "social norms" marketing project at Perrymont Middle School and Chesterfield Community High School. Research shows that young people are influenced by what they believe to be the behavior of their peers. The purpose of the campaign is to influence young people to adopt

## ***YOUTH SERVICES***

positive behaviors by correcting student misperceptions about peer drug and alcohol use.

The second initiative, All Stars, is an interactive program designed to delay the onsets of alcohol, tobacco, and other drug use, and of violence and early sexual activity among middle school aged youth. The Mental Health/Mental Retardation/Substance Abuse department was awarded \$38,000 to offer the program through community partnerships with Boys & Girls Clubs, the YMCAs, the Children's Home of Virginia Baptists, and through Parks and Recreation.

In FY2001, "Student vs. Marijuana", a dramatization of what happens when a student is caught with drugs at school, was initiated. The effort was so successful that the performances were continued in FY2002. In addition, the Virginia Department of Education underwrote the cost of producing a video and "how to" handbook, written by Youth Services' staff, that was distributed to all Youth Alcohol and Drug Abuse Prevention Project coordinators and all Safe and Drug Free Schools coordinators throughout Virginia. Chesterfield County was recognized with a National Association of Counties award for this effort.

The department continues to provide support to the Chesterfield Coalition for a Substance Abuse Free Environment (SAFE). In FY2002, SAFE was instrumental in implementing a number of opportunities for reaching young people, parents,

and citizens with alcohol and drug abuse prevention-related information. In conjunction with the Drug and Alcohol Abuse Task Force, SAFE developed a speakers bureau of volunteers trained to speak on a variety of topics that focus on what puts youth at risk for substance abuse and what may be done to help protect them from those risks. Through generous county support, SAFE was able to expand the Use, You Lose campaign to reach students in elementary and middle schools.

Youth Services provides leadership for planning, reporting, and evaluating the county's juvenile justice initiatives funded through the Virginia Juvenile Community Crime Control Act (VJCCCA), the Juvenile Accountability Incentive Block Grant, and Title IV-E Revenue Maximization funds. The state's economic challenges resulted in a reduction of approximately \$966,000 in VJCCCA funding for FY2003. As a result, the VJCCCA team devoted considerable time and energy to identifying priorities and making the best possible decisions regarding reductions in services.

Upon completion of the Juvenile Detention Home project, Youth Services will be relocated to a section of its newly renovated office space. Because of construction delays, the move originally anticipated for spring 2003 has been delayed until mid-FY2004, at the earliest. The delay will result in a reduced amount of expenditure savings (from the elimination of rent expenses) which had been earmarked to restore personnel dollars.

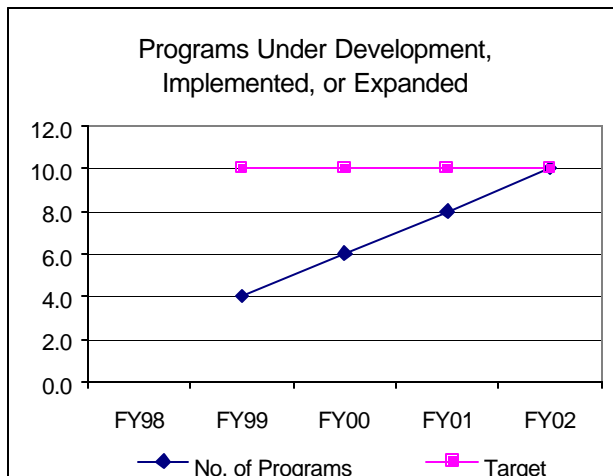
# YOUTH SERVICES

## HOW ARE WE DOING?

**Goal:** Build the community's capacity to cooperate and collaborate in addressing youth and family issues. Supports countywide strategic goal numbers 2, 3, 4, and 6

**Objective:** To promote Chesterfield County's partnership in local and regional youth initiatives

**Measure:** Programs under development, implemented, expanded and/or bringing resources to the count



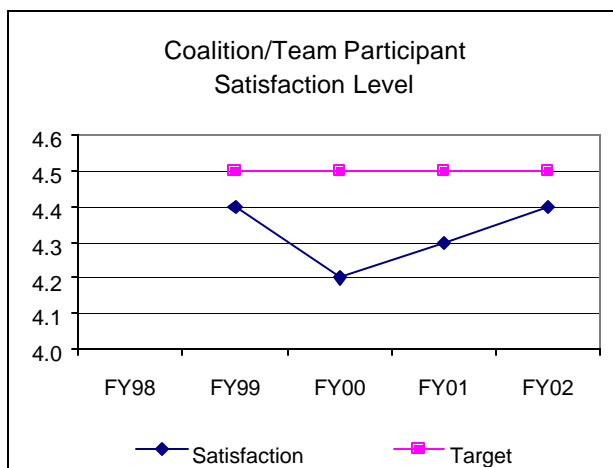
### Initiatives

- Student vs. Marijuana
- VA ABC Social Norms Marketing Project
- Capital Area Workforce Investment Board Youth Partnership Summit
- Drug-Free Communities Grant (through Alliance)
- Boys & Girls Clubs
- Motivational Media Production
- The Wise Parent
- SAFE speakers bureau
- Use, You Lose expansion revenue
- Revenue maximization

**Goal:** Build the community's capacity to cooperate and collaborate in addressing youth and family issues. Supports countywide strategic goal numbers 2, 3, 4, and 5

**Objective:** To foster and provide leadership for coalitions and teams that address youth issues

**Measure:** Satisfaction level of coalition and team participants



### Initiatives

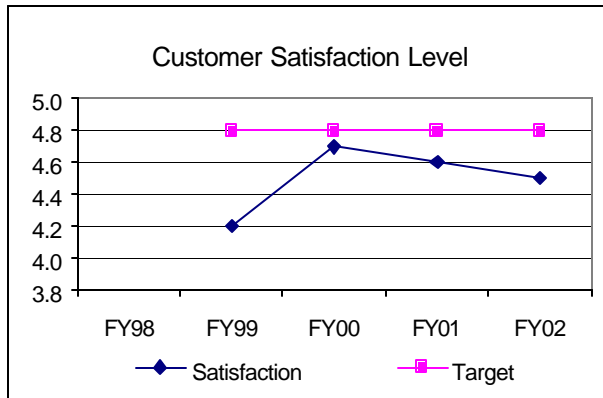
- Partnership for Youth
- Professional Advisory Committee
- Substance Abuse Free Environment
- Parenting Committee
- VJCCCA team
- JAIBG team
- Capital Area Workforce Investment Board
- VA Offices on Youth Association

# YOUTH SERVICES

**Goal:** To provide services that exceed customer expectations. Supports countywide strategic goal numbers 2 and 6

**Objective:** To achieve a high level of customer satisfaction

**Measure:** Satisfaction level of customers



## Initiatives

- New member orientation
- Formal feedback opportunities
- Youth services database
- Response rate

## WHERE ARE WE GOING?

The vision of Youth Services is to be recognized both by departmental peers and in the community as a leader and resource base for issues related to youth development. Additionally, the department desires to be recognized as a facilitator for engaging county departments and the community in effectively and efficiently addressing youth concerns.

To meet the challenge of this vision, Youth Services must continue to concentrate on being visible in the community, on being aware of the issues important to the community, and on being proactive in meeting community needs. By being involved in local initiatives and in regional and statewide initiatives, Youth Services will be better positioned to promote positive youth development and to be a resource for the community.

SAFE has received grant funding to conduct an evaluation of the Use, You Lose initiative. Through the evaluation, the department will determine the impact of the effort on the surrounding community. Continuation of the program beyond FY2004 will require greater financial resources. This will require a greater involvement and participation from the

business community as well as an increased urgency in pursuing grant opportunities.

Youth Services is moving the county toward integrating the Communities That Care and the 40 Developmental Assets youth-development models.

**Communities That Care** is a model for youth development that engages the community in using data to identify risks, assigns priorities, and promotes the selection of research-based programs that address the selected priorities. The focus of this process is to reduce the factors that increase the risk of problem behaviors and to increase factors that promote healthy behaviors.

The **40 Developmental Assets** model focuses on the concept that there are specific skills that young people need to be successful. It promotes involvement of the community to ensure that our young people develop the skills they need to be successful and healthy. This opens the door for a variety of exciting opportunities and participation from a larger group of stakeholders and will affect the delivery of services to young people in the

## ***YOUTH SERVICES***

community. The effort will require tremendous cooperation and participation within the community and the schools and could potentially consume a great deal of time. There is an incredible need for youth behavior and attitude data. This information is consistently required by funding agencies to substantiate need and to document program

outcomes. Communities that cannot make a convincing case to potential funders and that cannot demonstrate positive results are at a disadvantage when seeking grants or other funds. Youth Services will continue to work with others in the community to identify opportunities for obtaining this vital information about our communities' youths.